

ABSTRACT OF THE DISCLOSURE

Efficient printing of data containing two types of areas (color and monochromatic) in the direction of sub-scanning is present. Routine feeding is performed in 15-dots feed increments while dots are recorded using black nozzle Nos. 1 to 15 during routine monochromatic mode printing (step S2). Minor-feeding is then performed in 3-dot feed increments while the same type of main scanning is carried out in the course of lower-edge monochromatic mode printing (step S4). A position adjusting feed may be optionally performed (steps S6, S8). Five nozzles each for cyan, magenta, and yellow are used, and black nozzle Nos. 11 to 15 are used during upper-edge color mode printing (step S10). Minor-feeding is performed in single-dot feed increments. Routine feeding is then performed in 5-dot feed increments while the same type of main scanning is carried out in the course of routine color mode printing (step S12).